

MERIT OVERVIEW
THREE YEAR SPENDING COMPARISON

04-Apr-09
MARKETING BUDGETS & ANALYSIS

	1989 FIRST REVISED		1988		1987	
	\$	PER M	\$	PER M	\$	PER M
VOLUME	20,545		21,383		22,173	
MARGINAL CONTRIBUTION	\$589.5	\$28.69	\$516.9	\$24.24	\$460.2	\$20.75
DIRECT MARKETING						
MERIT BRAND PROGRAMS	70.8	3.45	85.3	3.99	63.5	2.86
RETAIL SUPPORT	23.4	1.14	22.6	1.07	17.7	0.80
TOTAL DIRECT MARKETING	94.2	4.59	107.9	5.06	81.2	3.66
NET CONTRIBUTION	\$495.3	\$24.10	\$409.0	\$19.18	\$379.0	\$17.09
% CHANGE	21.10%	25.67%	7.92%	12.22%	----	----
MARKETING						
ADVERTISING	\$49.2	\$2.41	\$59.9	\$2.81	\$40.0	\$1.81
EVENT SPONSORSHIP	1.5	0.07	0.0	0.00	0.9	0.04
CONSUMER INCENTIVE	4.8	0.23	3.0	0.14	2.7	0.12
COUPONING	0.0	0.00	3.2	0.15	4.3	0.19
DIRECT MARKETING	8.6	0.42	10.3	0.48	12.4	0.56
PERM & TEMP POS/ARTWORK	1.9	0.09	2.4	0.11	1.2	0.05
SAMPLING/PRODUCT PROMOS.	4.8	0.23	6.5	0.30	2.0	0.09
TOTAL BRAND PROGRAMS	\$70.8	\$3.45	\$85.3	\$3.99	\$63.5	\$2.86
RETAIL SUPPORT	23.4	1.14	22.6	1.07	17.7	0.80
TOTAL DIRECT MARKETING	\$94.2	\$4.59	\$107.9	\$5.06	\$81.2	\$3.66
% CHANGE	-12.68%	-9.31%	32.86%	38.32%	----	----